

UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.
1018.037US1

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of () application identifier or (X) first named inventor, David E. Heckerman, entitled Cluster and Rule-Based Approach for Automated Web-Based Targeted Advertising with Quotas, for a(n):

(X) Original Patent Application.

() Continuing Application (prior application not abandoned):
 () Continuation () Divisional () Continuation-in-part (CIP)
 of prior application No: _____ Filed on: _____
 () A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

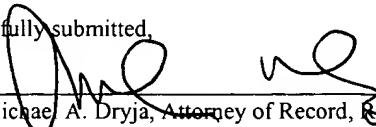
(X) Specification; 48 Total Pages. (X) Drawing(s); 8 Total Sheets.
 (X) Oath or Declaration:
 (X) A Newly Executed Combined Declaration and Power of Attorney:
 (X) Signed. () Unsigned. () Partially Signed.
 () A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).
 () Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.
 () Signed Statement Deleting Inventor(s) Named in the Prior Application. (37 CFR § 163(d)(2)).
 () Power of Attorney. (X) Return Receipt Postcard.
 () Associate Power of Attorney. () A Check in the amount of \$ _____ for the Filing Fee.
 () Preliminary Amendment. () Information Disclosure Statement and Form PTO-1449.
 (X) A Duplicate Copy of this Form for Processing Fee Against Deposit Account.
 () A Certified Copy of Priority Documents (if foreign priority is claimed).
 () Statement(s) of Status as a Small Entity.
 () Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired.
 (X) Other: Assignment Recordation Cover Sheet and Assignment Papers.

(X) DATA ENTRY FORMAT SHEETS FOR OCR.

CLAIMS AS FILED

FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	76	56	\$18.00	\$1,008.00
Independent Claims	10	7	\$78.00	\$ 546.00
Multiple Dependent Claims (if applicable)				\$0.00
Assignment Recording Fee				\$0.00
Basic Filing Fee				\$760.00
			Total Filing Fee	\$2,314.00

Charge \$ 2,314.00 to Deposit Account 500463 pursuant to 37 CFR § 1.25. At any time during the pendency of this application, please charge any fees required or credit any overpayment to this Deposit Account.

Respectfully submitted,
 By: 
 Michael A. Dryja, Attorney of Record, Reg. No.39662

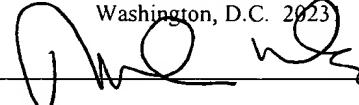
Date: 10/29/99

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I hereby certify that this is being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 CFR § 1.10 on the date indicated below and is addressed to:

Assistant Commissioner for Patents
 Box Patent Application
 Washington, D.C. 20231

By: 

Typed Name: Michael A. Dryja

Express Mail Label No.: EJ243665388US

Date of Deposit: 10/29/99